

**AAPES**

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Date: Friday, 26 March 1993 11:16 CT  
To: CONUS-ALL  
Cc: WELLER, TOMNS, RICE, JOHNSON  
From: GRIFFY  
Subject: Cigarette Promotions 2nd Qtr 1993

Listed below are the approved temporary checklane promotions beginning with the week of 4 April. No other promotions are authorized during this time. Although this is a voluntary program, all stores are encouraged to participate as it is one of the few ways we can still "promote" cigarettes and most of the suppliers pay a fee to use the display space on top of the single pack merchandisers. These promos are completely within the guidelines of EOP 40-11 chapter 33 and DoD's policy of deglamorization of tobacco. All are checklane promotions.

PERIOD	VENDOR	ITEM	PAYMENT
4-17 APR	American	Misty, Montclair, Bull Durham-checklane display-buy 2 packs with a \$1.00 off coupon	\$1.50 for 1st, \$1.00 for each additional
18 Apr-1 May	Philip Morris	Marlboros-buy three packs, get 2 free checklane	none
2-15 May	RJR	Winston, Salem, or Camel-with coupon or attached premium depending on local availability	\$1.50 per display
16-29 May	Liggett	for OPO stores only-Eve or New Chesterfield-vpr buydown-50 cents off per pack-minimum 30 pack display	\$2.00 per display
		for DC stores only-Class A-25 cents off per pack-minimum 40 pack display	"
30 May-12 Jun	B/W	GPC or Raleigh Extra-50 cent off coupon on 2 packs--RE is available only to OPO stores	\$2.00 per display
13 <del>May</del> 26 Jun	Lorillard	Newports-50 cent off coupon per pack	\$3.00 per display

Please give this msg widest dissemination to all stores selling cigarettes. This schedule does not apply to Azores, Thule, Panama, or Puerto Rico

Any questions can be directed by emo2 to "weller", "rice", or "johnson", or telephone autovon 967-3217 or commercial 214-312-3217

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